

**ILFORD GALERIE Inkjet Media Awarded a Print Permanence Rating of 200+ Years by Wilhelm Imaging Research, Inc.**

*Independent Lab Testing Finds ILFORD GALERIE Inkjet Papers Are Highly Fade Resistant Under Typical Display and Storage Conditions*

**Marly, Switzerland– August 22, 2011** – ILFORD Imaging Switzerland GmbH ([www.ilford.com](http://www.ilford.com)), a leading developer and manufacturer of professional quality media for both inkjet printing and colour photographic processes, is pleased to announce its line of GALERIE inkjet photo media has received high print permanence ratings from Wilhelm Imaging Research, Inc., the world's leading independent permanence testing laboratory.

Results show that ILFORD GALERIE Gold Fibre Silk, Smooth Pearl and Smooth Gloss media achieved a very high level of overall Print Permanence and Dark Storage Stability Ratings. When printed with HP Vivera pigment inks, the papers were found to withstand fading and yellowing for more than 250 years in archival album or dark storage conditions, and are stable for more than 200 years when displayed under glass. The Smooth papers also demonstrated a “very high” resistance to high humidity.

“Photographers trust ILFORD to protect their images and legacy, therefore it is absolutely imperative that we are able to demonstrate the durability of our GALERIE media line,” said Paul Willems, CEO of ILFORD Imaging. “Our papers are able to withstand the test of time and will not fade or show signs of yellowing for more than 250 years, which will give photographers the confidence that their images will be enjoyed by future generations.

The rigorous testing procedures undertaken by Wilhelm Imaging Research examined ink fade and paper yellowing under controlled light and humidity conditions in a carefully controlled lab setting. The data is based on test samples printed with a Hewlett-Packard Designjet Z3200 printer and HP Vivera pigment inks. The full Wilhelm Imaging Research report can be found online at <http://www.wilhelm-research.com/Ilford/Ilford.html>.

“Products as permanent as these ILFORD offerings require very long test times, so while these media have not yet reached the first of our endpoint criteria, the tests have been in progress long enough for us to confidently give all three papers a greater than 200 year WIR Display Permanence Rating with HP Vivera Pigment Inks,” said Henry Wilhelm, co-founder, president, and director of research at Wilhelm Imaging Research, Inc. “The tests are continuing and these ratings will increase. At 250+ years, the Dark Storage (Arrhenius) stability rating as well as the 100+ year ozone resistance are also extremely good. Freedom from optical brightening agents (OBAs) affords the papers an additional permanence advantage in terms of resistance to yellowing over time; this is especially important for prints on long-term display. Overall, these ILFORD papers are highly stable products.”

“At ILFORD we strive to create the highest quality products in order to meet the demands of today’s discerning professionals who rely on inkjet media,” said Dr. Rita Hofmann, Director of Research and Development at ILFORD. “Our in-house research and development staff continues to develop market leading products using the latest print technology. We are pleased that the Wilhelm Research laboratory has independently verified the impressive permanence levels we have created.”

ILFORD GALERIE Professional Inkjet media are designed specifically to meet the demanding needs of today’s professional inkjet marketplace. The papers deliver superior images that mirror those of a photographic print, and are universally compatible with all high-end inkjet printers. To provide the right tools for a variety of applications, ILFORD GALERIE is available in three distinct versions – GOLD, SMOOTH and GRAPHIC.

#### **About ILFORD**

Founded in 1879, ILFORD is a leading player in the development and manufacture of photo quality media and other consumables for both inkjet printing and colour photographic processes. The worldwide digital imaging and colour photographic businesses, which include R&D and manufacturing operations in Switzerland, are owned by Paradigm Global Partners LLP.

The ILFORD name is well established in the history of imaging and today continues to be associated with cutting edge technology thanks to its strong links to the photo imaging marketplace, research and development, technical know-how and manufacturing capabilities. For more information on ILFORD, please visit [www.ilford.com](http://www.ilford.com)